

**BE STRATEGIC,
BE INTENTIONAL,
BE SUCCESSFUL!**

with Michelle Smith



BE STRATEGIC, BE INTENTIONAL, BE SUCCESSFUL



Michelle Smith
History of
achieving GREAT
SUCCESS!

- **Put in long hours** for years working in high level positions at both for-profit & non-profit businesses
- **My health became compromised** & I was miserable to be around
- **Had very little time** to spend doing things I enjoyed or spending time with family
- **Started Z&B Consulting in 2013** hoping there could be a better way
- **Tried it on my own** for 6 months with mixed success
- **Invested in myself** by hiring a strategy & mindset coach
 - What a GIANT leap of faith!
 - My clients, myself and my family all benefited from my courage!

Z & B Consulting

We All Know.....



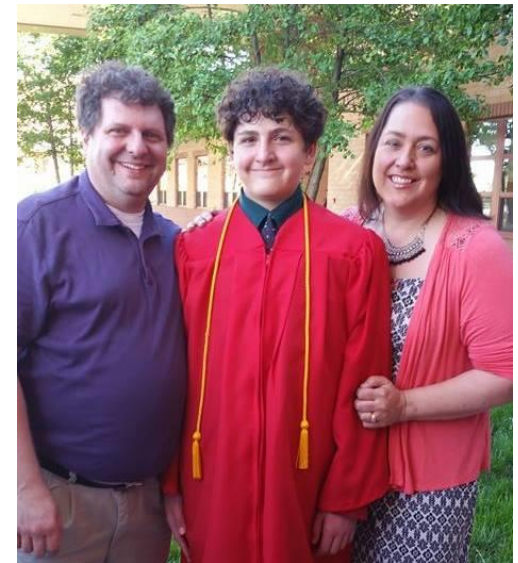
Limited Resources



Is Necessary



Build Up



You're Going to LOVE this Talk
if your ready to.....



When I'm on a call, I often hear.....



My clients realize....

- **NO QUICK FIX**
- They have to **DIG IN** and **GO DEEP**
- So they can ensure their investments of



get them the
RESULTS THEY DESIRE

- Learn about **3 AREAS OF FOCUS** in any business
- Walk away **FEELING CLEAR** on where to spend



- So you can get the **RESULTS YOU DESIRE**

FIND YOUR WORKSHEET

& A PEN...

& let's get started doing an audit of your business!

We'll go through each section & you'll rate yourself. Each item is a chapter in my book.



BE STRATEGIC, BE INTENTIONAL

& Be Successful
WITH Michelle Smith



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"The Foundation"

- Successful Business Owner
- Mission & Vision
- Brand
- Business/Marketing Plan
- Systems & Processes
- Support Team
- Finances

I got this!
Working on
Need to do

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Do you build in time to work "on" your business? Yes No
Do you take time to work on yourself? Yes No
Do you look at the cost of your actions (& in actions)? Yes No

THINGS TO THINK ABOUT: _____

"The Stuff"

- aka What You Do & How You Do It
- Products & Services
 - Messaging Packages
 - Tools & Resources
 - Places To Find You

I got this!
Working on
Need to do

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Are you doing the thing that makes your heart sing? Yes No
How does work feel? Easy & Effortless Hard & A Struggle
Are you working in your strength zone? Yes No

THINGS TO THINK ABOUT: _____

"Extras"

- Social Media
- PR
- Advertising
- Networking
- Website
- Blog
- Giveaways
- Newsletter

I got this!
Working on
Need to do

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Are you always trying the latest quick fix? Yes No
Do people 'get' what you do? Yes No
Do you focus on WIFT? Yes No

THINGS TO THINK ABOUT: _____

SCHEDULE A COMPLIMENTARY BUSINESS CLARITY CALL!
www.zandbconsulting.com/schedule-a-call

We'll discuss the challenges you've identified today and ways you can break through them. Just one nugget you receive from the call can change your business & life forever!

One thing before we start,
I've got so much info to cover.....

- For those of you who may want to **GO DEEPER** and are **LOOKING FOR STRUCTURE & SUPPORT**.....
 - I'll **LET YOU KNOW** how you can do that at the end.
- For those of you who aren't.....
 - No need to worry. My **GOAL IS NEVER TO SELL** but instead to be sure those looking for support know I'm here for them.

“THE FOUNDATION”

Questions on the Right (Top, Pink Section)

- Do you build in time to work “on” your business?
- Do you take time to work on yourself?
- Do you look at the cost of your actions (& in actions)?

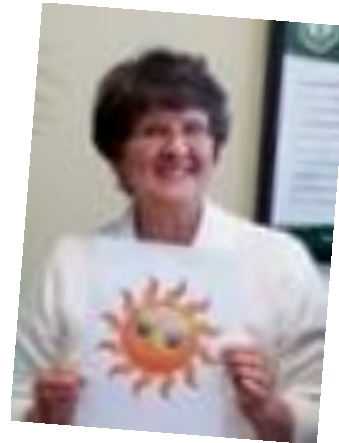
THINGS TO THINK ABOUT:

Successful Business Owner (Ch. 1)

- Find Client/Serve Client/Find Client
(vicious circle)
- Yoga/Dinner/Business Building
Activities/Client Services
- OK to make mistakes
- Chapter 1 of the book....
 - Questions to dig deeper in each chapter of
book, such as.....

Mission/Vision (Ch. 2)

- Mission- What you do, how you do it, who you do it for
- Vision- Why you do it/difference you make
- Karen Carlson story
 - More than just massage



Brand (Ch. 3)

- Not just pretty stuff, it's how you act
 - Day Camp staff, stressed massage therapist



Chapter 3 of the book.....

- Branding Audit

Business/Marketing Plan (Ch. 4)

- Guides Your Business, similar to the way the Mission/Vision does



Systems & Processes (Ch. 5)

- Who is good at systems & processes?
- Catholic School Story



Support Team (Ch. 6)

- Important to have
- Even if you don't have money, can look to friends or for volunteers or interns
- Allows you to work in your genius zone

Finances (Ch. 7)

- Important to be on top of them
 - Keep track of receipts, mileage, etc.
- Need to spend \$ but sometimes need to make choices on where to spend it
- Important to bring in the support of financial experts

“The Stuff”

Aka “What you do” & “How you do it”

Questions on the Right (Middle, Blue Section)

- Are you doing the thing that makes your heart sing?
- How does work feel?
 - Easy & Effortless Hard & A Struggle
- Are you working in your strength zone?

THINGS TO THINK ABOUT:

4 P's of Marketing

- Product
 - Price
 - Promotion
 - Placement
-
- Need to work through the foundational items we just looked at BEFORE so that the 4 P's are in alignment

Products & Services (Ch. 8)

- Important to continually assess your services or products.
 - Are they all great sellers?
 - Do they bring in a similar return?
 - Are there benefits to focusing on just 1 of them or to taking focus away from some?
- 50 clients paying \$100 vs 5 clients paying \$1,000- Which is more effortful? Profitable?
 - Depends on the service. Goal is maximum profit with minimal effort.

Packages (Ch. 10)

- Awesome way to make the sales process easier for you and your customer.
- By bundling things you know they need together, you take away the constant need to revisit the sale.
 - Car wash example
 - Non profit basket example

Tools & Resources (Ch. 11)

- Things you give your clients/customers to make their lives easier (and hopefully yours too!), reinforce the sale or add to their happiness and the potential for future sales.
 - A church directory
 - A book from a natural product company with recipes
 - Facebook Support Group/Coaching Club

FACEBOOK
SUPPORT
GROUP

Monthly
Mastermind &
Workshop



Marketing Morsels
COACHING CLUB

OLSON
TANTS, INC.

ce 1989

nd, and spirit

Monthly
Co-Working
Day

Community Of
Like-Minded
Professionals

Favorite Scripture:

Jesus noticed him lying helpless], knowing that had already been there a he in that condition, He to him. Do you want to me well? [Are you really earnest about getting well?]"John 5:6 AMP

member to 3 sons and grandmo to 3 granddaughters and 4 grandsons



Author of "Weaver of Words" p guided meditation recordings spirited speaker



630.542.7573

www.BeWell



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Places to Find You (Ch. 12)

- Where can your customers find you?
 - Online? At networking meetings? At a referral partners office?

Messaging (Ch. 9)

- What response do you get when you share your elevator pitch?
- Messaging is important and should tie into your mission/vision and your business/marketing plan

“The Extras”

Questions on the Right (Bottom, Green Section)

- Are you always trying the latest quick fix?
- Do people 'get' what you do?
- Do you focus on WIFT?

THINGS TO THINK ABOUT:

Social Media (Ch. 13)

- Can be overwhelming, TONS of options
- Know your goals (create awareness, educate, sales)
- Consider where your clients spend time?
- Consider where you spend time?
- Start and make it manageable so you can keep it consistent
- Hire a support team if it makes sense.
- Admin Support Business story

Advertising & PR (Ch. 14)

- Advertising- Paid publicity
 - Use cautiously and wisely
 - Many opportunities, be sure that the places you choose will get a good return for your investment and are reaching your ideal client
- PR- Free publicity
 - Find and make the most of all free opportunities
 - Online newspapers, press releases sent to media, churches, schools, key partner newsletters, groups you are a part of
- Community Organization story (billboards, WOM, radio)

Networking (Ch. 15)

- Pick the right types of networking for your personality style and for meeting your ideal client
- Although networking can be fun, your goal should be to do more than socialize.
 - Relationship building is key!
 - THIS TAKES TIME!!!
- Go focused on WIFT and not doing the business card shuffle and “look at me”

Website (Ch. 16)

- Does it meet your current needs and where your business currently is?
 - My website story

Blogs & Newsletters (Ch. 17)

- Blog- A collection of stories or articles on your website.
- Newsletter- An email (or print piece) sent out that includes a collection of blog posts and other relevant information for your readers.
- Consistency is key....like social media, start where you are at and don't start if you aren't ready
- My story

Giveaways (Ch. 18)

- Be sure that they match your business
- Gauge the return
- Can be service related or a promotional product
- Use experts to save you time and money!

BE STRATEGIC, BE INTENTIONAL,
BE SUCCESSFUL

Honor Yourself Enough to Get Support With Your Business



Z & B Consulting

They LOVE.....



- Having my **EXPERT ADVICE** when they need it
- Having a **COMMUNITY** to brainstorm with and lean on
- Being able to **GET THEIR THOUGHTS AND PLANS OUT OF THEIR HEAD** and move forward
- Gaining **CLARITY**

PEOPLE BUY PEOPLE,

- **BE STRATEGIC & INTENTIONAL** in all you do and you're sure to **BE SUCCESSFUL!**

**Thank You for Investing In
Yourself and Your Business By
Coming Today!**

tiny.cc/zandbsignup



**BOOKS FOR SALE \$20
cash, check, charge**

You've Arrived!

Thank you so much for your interest in signing-up to my newsletter! I can't wait to provide you with information to help you with your business. Don't worry, I promise not to spam you or give away your information to 3rd parties.

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